Rep Order# 6851404 **Ver#** 1 Status New Traffic Order# 6851404 EC'd Yes

Printed: Last Received: 09/11/2012 10:30 AM

Rep Firm

Sales Office (

Salesperson (

Showing Buylines: All Lines

KTNV-TV LAS VEGAS, NV Station

) .BERKLEY FOR SENATE Advertiser (

SHELLEY BERKLEY **Product**

Estimate#

Buyer TERRI COOPER

Phone# Fax#

) SHORR, JOHNSON, MAGNUS Agency 1831 CHESTNUT ST. #602

PHILADELPHIA, PA 19103

Agency C/P1/P2/E

Flight Dates

Hiatus Weeks

09/12/2012 - 09/17/2012

Salesperson Phone# Salesperson FAX#

215-567-6005 215-567-5938

) PHILADELPHIA

) ANJIE BRADY

--- CONTRACT COMMENT ---

CLIENT: SHELLEY BERKLEY FOR US SENATE SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 27,570 PLS CONFIRM ASAP THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	430A-4592 ne Comment	A	:30	\$30.00	09/12-09/14	3	1	3	\$90.00	
	2	M Buyli	430A-4592 ne Comment		:30	\$30.00	09/17-09/17	1	1	1	\$30.00	
	3	W-F Buyli	6A-630A ne Comment	: NEWS AT 6A	:30	\$325.00	09/12-09/14	3	1	3	\$975.00	
	4	M Buyli	6A-630A ne Comment	: NEWS AT 6A	:30	\$325.00	09/17-09/17	1	1	1	\$325.00	
	5	W-F Buyli	530A-6A ne Comment	: NEWS AT 5A	:30	\$150.00	09/12-09/14	3	1	3	\$450.00	
	6	M Buyli	530A-6A ne Comment	: NEWS AT 5A	:30	\$150.00	09/17-09/17	1	1	1	\$150.00	
	7	W-F Buyli	630A-7A ne Comment	: NEWS AT 630A	:30	\$325.00	09/12-09/14	3	1	3	\$975.00	
	8	M Buyli	630A-7A ne Comment	: NEWS AT 630A	:30	\$325.00	09/17-09/17	1	1	1	\$325.00	

09/11/2012 10:59 AM 1 of 5
 Rep Order#
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 1
 Status
 New
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 5

 EC'd
 Yes
 Last Received:
 09/11/2012 10:30 AM

Showing Buylines: All Lines

Station F Advertiser Product Estimate#	KTNV-TV LAS VEGAS, NV ().BERKLEY FOR SI SHELLEY BERKLEY	Agency () 1831 CF PHILAI Agency C/P1/P2/F	Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY								
Buyer Phone# Fax#	TERRI COOPER	Flight Dates Hiatus Weeks		09/12/2012 - 09/17/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
9	W-F 7A-9A Buyline Comment:			:30	\$325.00	09/12-09/14	12	1	12	\$3,900.00	
10	M 7A-9A Buyline Comment:	GD MRN AMR		:30	\$325.00	09/17-09/17	4	1	4	\$1,300.00	
11	W-F 11A-12P Buyline Comment:	NEWS AT 11A		:30	\$300.00	09/12-09/14	6	1	6	\$1,800.00	
12	M 11A-12P Buyline Comment:	NEWS AT 11A		:30	\$300.00	09/17-09/17	2	1	2	\$600.00	
13	W-F 430P-5P Buyline Comment:	JUDGE JUDY		:30	\$250.00	09/12-09/14	3	1	3	\$750.00	
14	M 430P-5P Buyline Comment:	JUDGE JUDY		:30	\$250.00	09/17-09/17	1	1	1	\$250.00	
15	W-F 4P-430P Buyline Comment:	JUDGE JUDY		:30	\$250.00	09/12-09/14	3	1	3	\$750.00	
16	M 4P-430P Buyline Comment:	JUDGE JUDY		:30	\$250.00	09/17-09/17	1	1	1	\$250.00	
17	SA 6P-630P Buyline Comment:	NEWS AT 6P		:30	\$300.00	09/15-09/15	1	1	1	\$300.00	
18	W-F 5P-530P Buyline Comment:	NEWS AT 5P		:30	\$350.00	09/12-09/14	3	1	3	\$1,050.00	
19	M 5P-530P Buyline Comment:	NEWS AT 5P		:30	\$350.00	09/17-09/17	1	1	1	\$350.00	

Rep Order# 6851404 Ver# 1 Status New Traffic Order# 6851404 EC'd Yes

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Last Received:

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Showing Buylines: All Lines

Station K Advertiser Product Estimate#	KTNV-TV LAS VEGAS, NV ().BERKLEY FOR S SHELLEY BERKLEY	Agency () 1831 CI PHILAI Agency C/P1/P2/F	Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY								
Buyer Phone# Fax#	TERRI COOPER	Flight Dates Hiatus Weeks	09/12/2012 - 09/17/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938			
LT Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
20	W-F 6P-630P Buyline Comment:	NEWS AT 6P		:30	\$400.00	09/12-09/14	3	1	3	\$1,200.00	
21	M 6P-630P Buyline Comment:	NEWS AT 6P		:30	\$400.00	09/17-09/17	1	1	1	\$400.00	
22	W-F 630P-7P Buyline Comment:	NEWS AT 630		:30	\$400.00	09/12-09/14	3	1	3	\$1,200.00	
23	M 630P-7P Buyline Comment:	NEWS AT 630		:30	\$400.00	09/17-09/17	1	1	1	\$400.00	
24	W-F 7P-730P Buyline Comment:	ACCESS HOLLYWOOD		:30	\$350.00	09/12-09/14	3	1	3	\$1,050.00	
25	M 7P-730P Buyline Comment:	ACCESS HOLLYWOOD		:30	\$350.00	09/17-09/17	1	1	1	\$350.00	
26	W-F 730P-8P Buyline Comment:	MILLIONAIRE		:30	\$350.00	09/12-09/14	3	1	3	\$1,050.00	
27	M 730P-8P Buyline Comment:	MILLIONAIRE		:30	\$350.00	09/17-09/17	1	1	1	\$350.00	
28	W-F 11P-1130P Buyline Comment:			:30	\$600.00	09/12-09/14	3	1	3	\$1,800.00	
29	M 11P-1130P Buyline Comment:			:30	\$600.00	09/17-09/17	1	1	1	\$600.00	
30	W-F 1130P-12A Buyline Comment:			:30	\$400.00	09/12-09/14	3	1	3	\$1,200.00	

EC'd	Yes				Showing Buylines: All Lines									
Station K Advertiser Product Estimate#		TNV-TV LAS VEGAS, NV ().BERKLEY FOR SENATE SHELLEY BERKLEY			Agency () 1831 CI PHILAI Agency C/P1/P2/F	Rep Firm Sales Office Salesperson		PHILADELPHIA ANJIE BRADY						
Buyer Phone Fax#	•	TERRI COOPER			Flight Dates Hiatus Weeks	09/12/2012 - 09/17/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938			
LT	Ln	Day		Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart	
	31	М	 1130P-12 Buyline Commen		-	:30	\$400.00	09/17-09/17	1	1	1	\$400.00		
	32	SU	11P-1130			:30	\$600.00	09/16-09/16	1	1	1	\$600.00		
	33	SA	11P-1130 Buyline Commen	OP t: NEWS AT 11P		:30	\$500.00	09/15-09/15	1	1	1	\$500.00		
	34	SA	630A-7A Buyline Commen			:30	\$250.00	09/15-09/15	1	1	1	\$250.00		
	35	SA	7A-8A Buyline Commen	t: GD MRN SAT		:30	\$275.00	09/15-09/15	1	1	1	\$275.00		
	36	SU	7A-8A Buyline Commen	t: GD MRN SU		:30	\$275.00	09/16-09/16	1	1	1	\$275.00		
	37	SU	630A-7A Buyline Commen			:30	\$250.00	09/16-09/16	1	1	1	\$250.00		
	38	SA	6A-630A Buyline Commen			:30	\$250.00	09/15-09/15	1	1	1	\$250.00		
	39	SU	8A-9A Buyline Commen	t: 8A NEWS		:30	\$275.00	09/16-09/16	1	1	1	\$275.00		
	40	SA	8A-9A Buyline Commen	t: 8A NEWS		:30	\$275.00	09/15-09/15	1	1	1	\$275.00		

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Traffic Order# 6851404

Rep Order# EC'd Yes

6851404

Ver# 1 Status New

 Rep Order#
 6851404
 Ver#
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 Traffic Order# 6851404
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 5

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 Showing Buylines:
 All Lines

09/12/2012 - 09/17/2012

StationKTNV-TV LAS VEGAS, NVAgency() SHORR,JOHNSON,MAGNUSAdvertiser() .BERKLEY FOR SENATE1831 CHESTNUT ST. #602ProductSHELLEY BERKLEYPHILADELPHIA, PA 19103Estimate#Agency C/P1/P2/E

Buyer TERRI COOPER Flight Dates
Phone# Hiatus Weeks
Fax#

Report Totals: 86 / \$27,570.00

---SALES MONTHLY TOTALS---

Sep 12: 86 / \$27,570.00
Sales Totals: 86 / \$27,570.00
Station Totals: 86 / \$27,570.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

 Market Totals
 \$162,176
 KBLR
 0%
 KLAS
 25%
 KSNV
 30%

 KVCW
 3%
 KVMY
 1%
 KVVU
 24%

KVCW 3% KVMY 1% KVVU

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null Demos RA35+ Rep Firm

KTNV

17%

KTUD

0 %

Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005 **Salesperson FAX**# 215-567-5938